

IN THE SPECIFICATION:

Please replace original paragraph 0001 with the following replacement paragraph 0001.

Marked up version of replacement paragraph 0001:

[0001] This application relates to, and claims ~~is entitled to~~ the benefit of the earlier filing date and priority of, U.S. Provisional Patent Application No. 60/491,521 [[_____,]] filed on August 1, 2003, and entitled "System and Method for Segmenting and Targeting Audience Members," a copy of which is incorporated herein by reference in its entirety.

Un-marked up version of replacement paragraph 0001:

[0001] This application relates to, and claims the benefit of the earlier filing date and priority of, U.S. Provisional Patent Application No. 60/491,521 filed on August 1, 2003, and entitled "System and Method for Segmenting and Targeting Audience Members," a copy of which is incorporated herein by reference in its entirety.